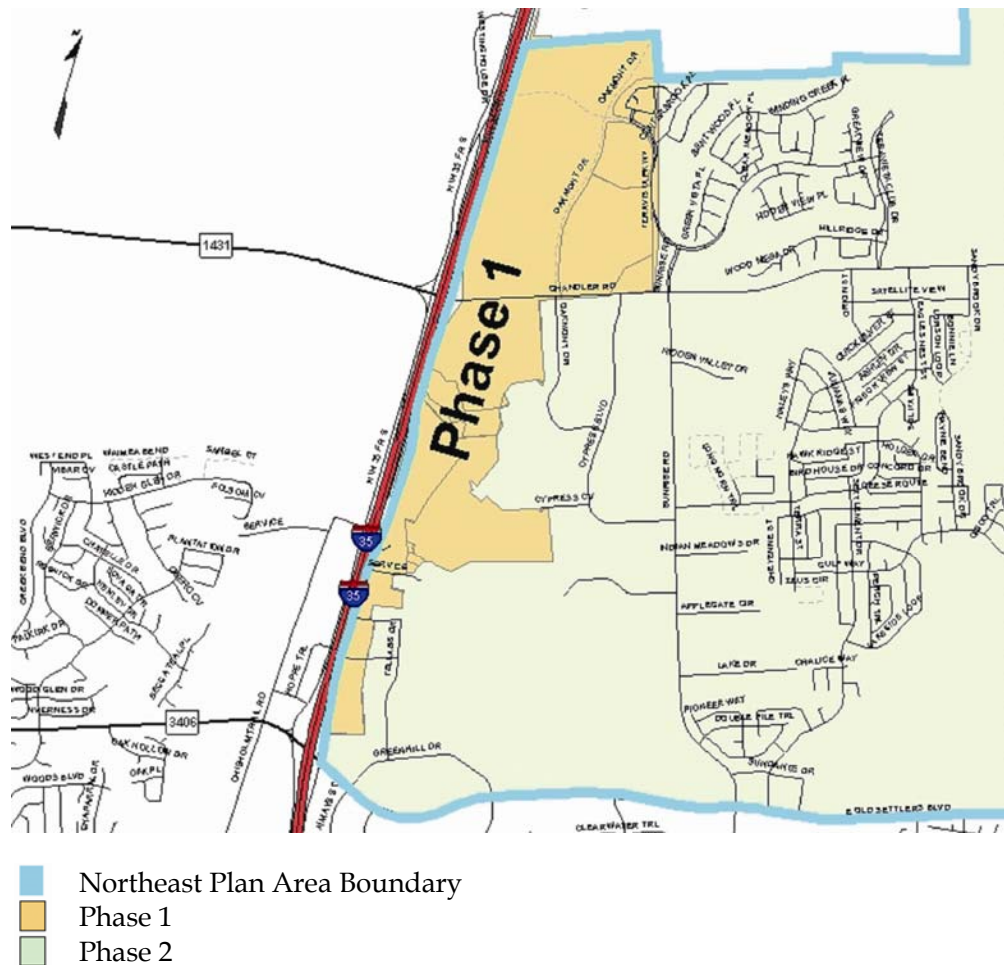




Phase 1: IH-35 Frontage

2.1 Introduction

Map 2.1 Northeast Plan Area Phase 1



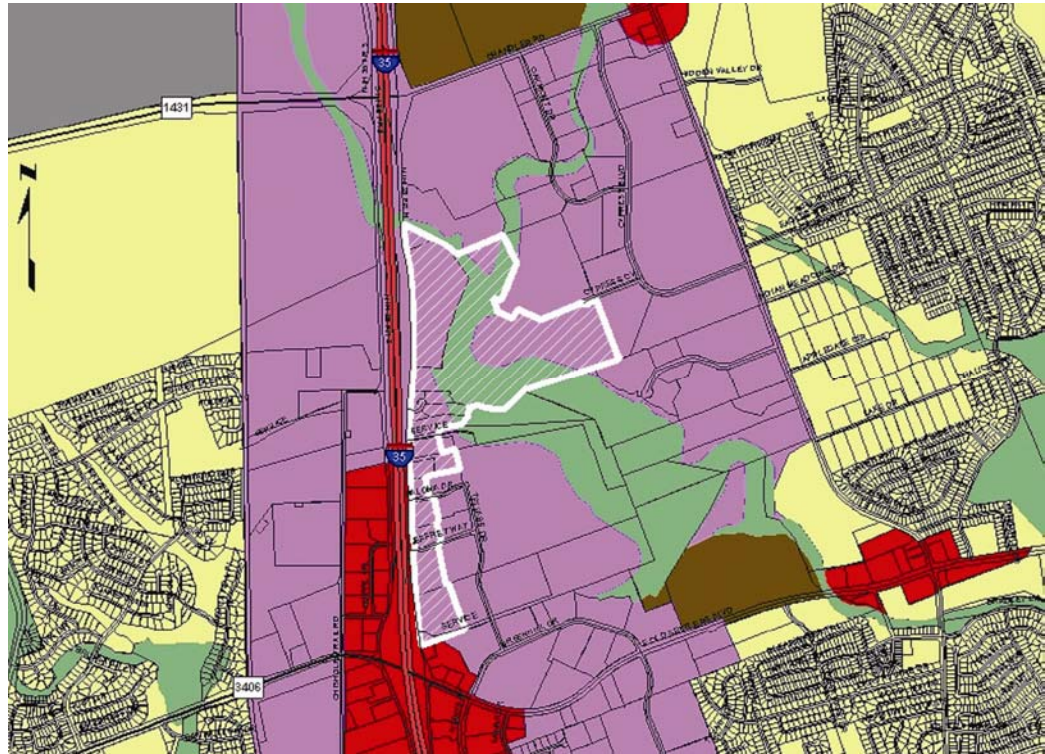
The first area of northeast Round Rock to be addressed is along IH-35, both along the frontage road and at its intersection with Chandler Road. (See Map 2.1.) This area was originally designated on the Future Land Use Map contained in the General Plan 2000 for industrial and business park uses. However, in the years since the adoption of the General Plan 2000, the market has made a clear shift to commercial development along the interstate.

In examining the incongruence between the Future Land Use Map and current market conditions, the area contained in Phase 1 has been divided into a southern section and a northern section (as illustrated in subsequent maps).

2.2 IH-35 Frontage (southern section)

The southern half of Phase 1 (south of McNeil Park) was designated on the Future Land Use Map in the General Plan 2000 for industrial uses, and accordingly is zoned LI (Light Industrial). (See Map 2.2.) However, City staff received numerous inquiries into the possibility of changing the zoning on these properties from LI to C-1 (General Commercial) zoning. To learn more about market demand for this area, City staff held a formal focus group meeting with the property owners in this area and those interested in developing the properties. All of the participants at this meeting indicated that commercial use was a more viable use for the properties and that the current industrial zoning was precluding the development and re-development of the properties in this area. Nonetheless, because the Future Land Use Map designated the area for industrial use, City Staff was unable to recommend approval of applications for zoning changes from LI to C-1.

**Map 2.2 IH-35 Frontage Future Land Use Designation
(southern section)**

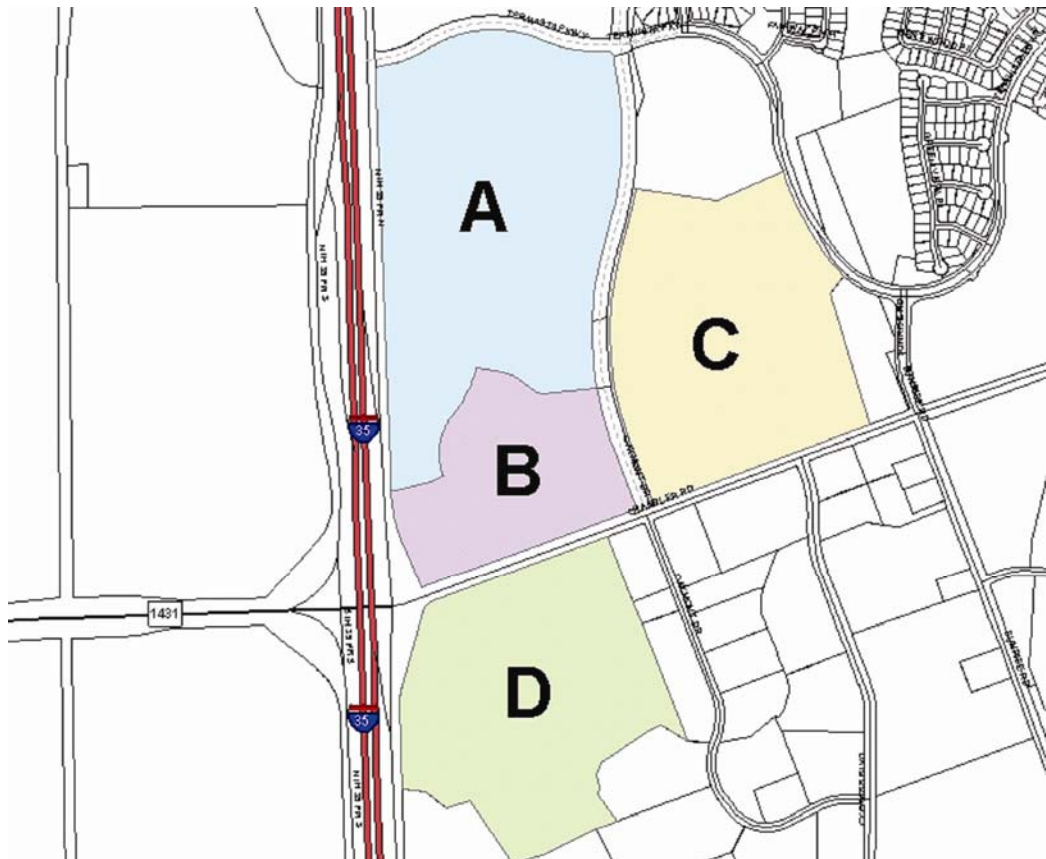


- Phase 1 Boundary (IH-35 Frontage South of McNeil Park)
- Industrial land Use
- Commercial Land Use
- Residential Land Use
- Parkland, Open Space & Floodplain Land Use
- Business Park Land Use
- Mining Land Use

2.3 IH-35 Frontage (northern section)

Just north of this area is the intersection of Chandler Road and IH-35. Both the north and south sides of this intersection hold considerable promise for significant retail development. One of the primary factors behind this commercial potential is the development of the Round Rock Premium Outlet Mall north of the intersection. (See Map 2.3.) Having the mall locate in this area will change the character of the IH-35/Chandler Road intersection from a medical/industrial complex to a regional retail destination. These changes are already underway, with the sale of the western half of the Scott & White Hospital site to a retail developer and the relocation of the existing McNeil Labs facility on the south side of the intersection to allow for commercial development on that tract.

**Map 2.3 Primary Developments at the
IH-35/Chandler Road Intersection**



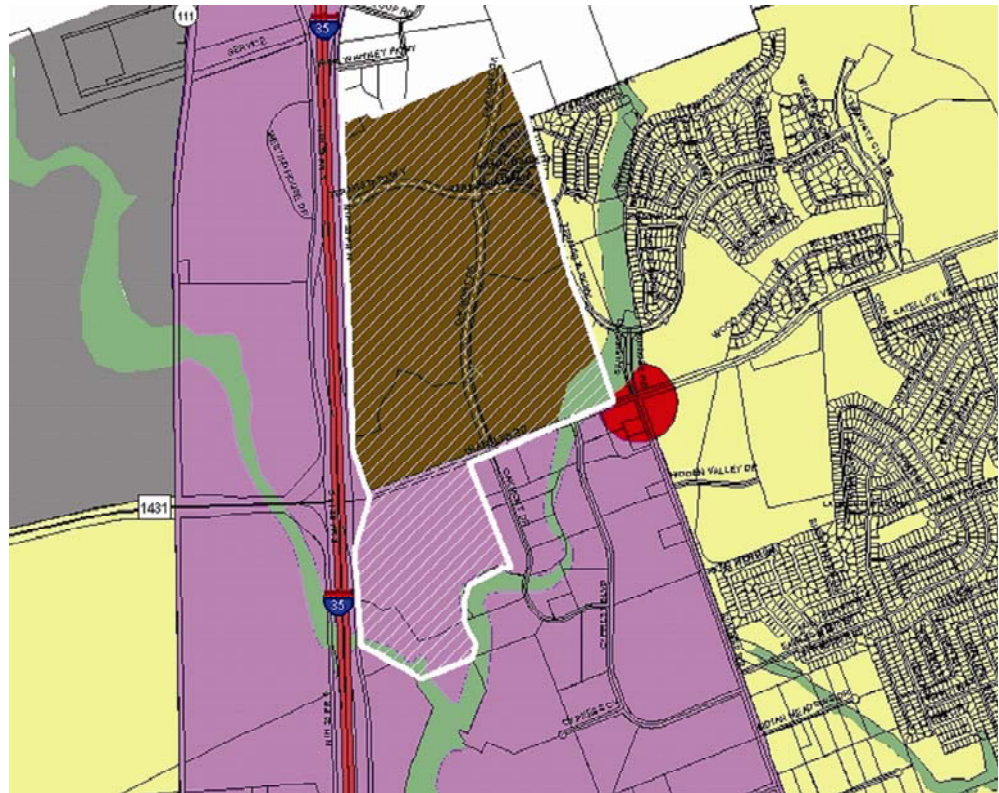
- A. Round Rock Premium Outlets site
- B. Future Retail Development (former Scott & White Hospital site)
- C. Future Scott & White Hospital site
- D. Existing McNeil Labs site (to be relocated)

In addition, an area northeast of the mall site is currently used for single-family homes as part of the Teravista subdivision. The land just south of these homes and adjacent to the proposed outlet mall may eventually be annexed into the City and may contain multi-family housing. Given the dynamic nature of this area, it is possible that this property could end up being a mix of high-density residential and/or commercial uses.

The McNeil Park site also holds some potential for a mix of uses. While its location adjacent to IH-35 limits the appropriateness of park uses, the trees and flood plain on the site present some opportunities for residential or office development in addition to or rather than commercial development.

In light of the changing character of this area, the designation of Business Park and Industrial in the General Plan 2000, as shown in Map 2.4, is no longer appropriate.

Map 2.4 Frontage Future Land Use Designation (northern section)

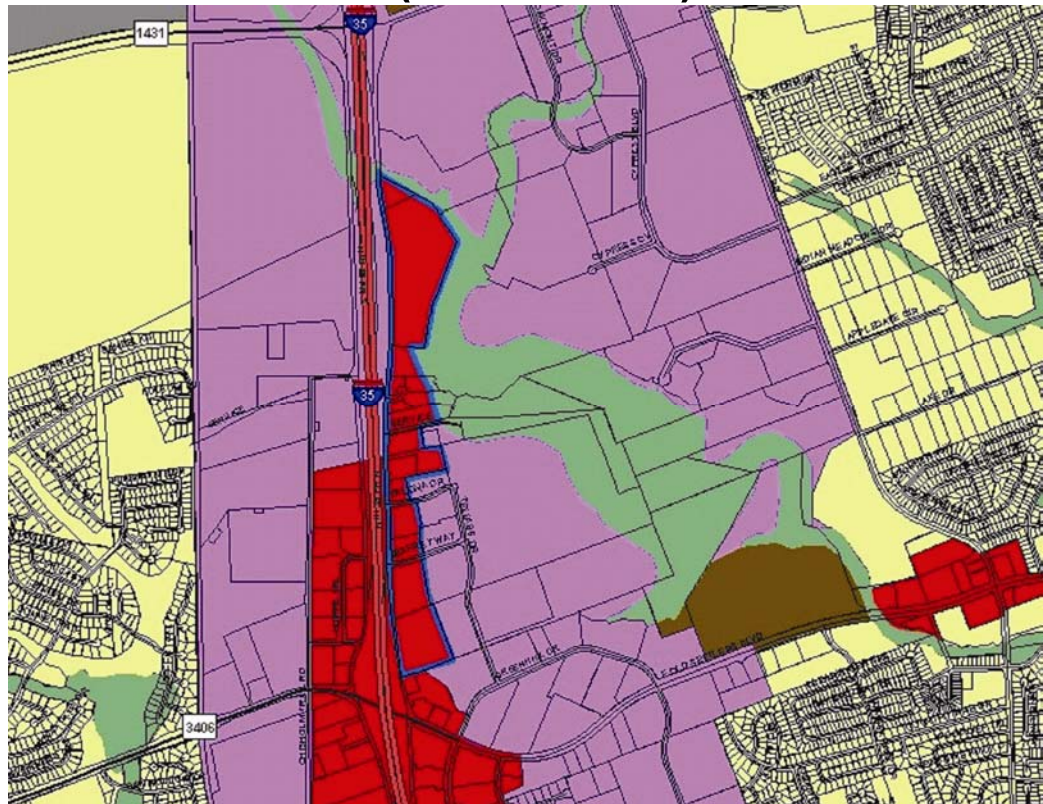


- Phase 1 Boundary (IH-35 Frontage South of McNeil Park)
- Industrial land Use
- Commercial Land Use
- Residential Land Use
- Parkland, Open Space & Floodplain Land Use
- Business Park Land Use
- Mining Land Use

2.4 Future Land Use Map Amendments

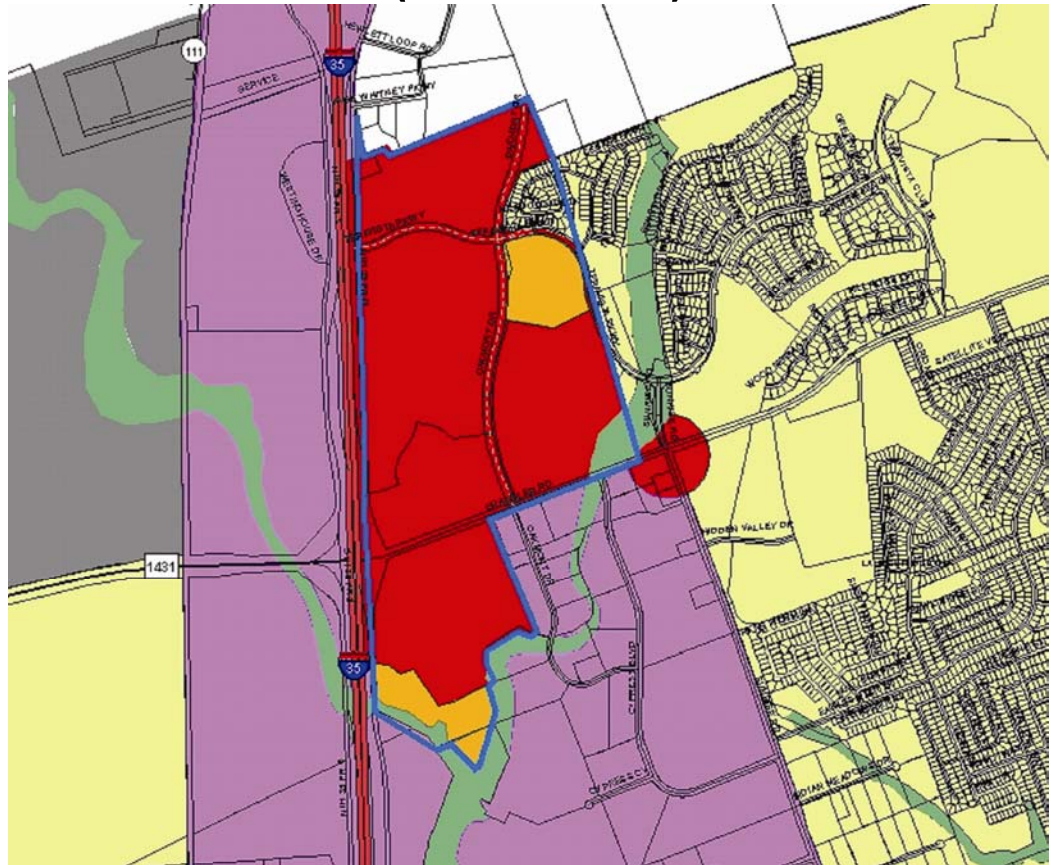
Given the rapid growth of commercial development along IH-35 and in light of the input from property owners in this area, the Northeast Plan recommends an amendment to the Future Land Use Map that would change the land use designation for the area in Phase 1 from Industrial and Business Park to (1) limited Commercial (accomplished through the use of Planned Unit Development zoning or a new limited commercial zoning district), (2) Mixed Land Use (to accommodate residential and/or commercial uses east of the proposed mall and on the current McNeil Park site), and (3) Residential (for that area currently used for single-family homes in the Teravista subdivision). These proposed changes are depicted in Maps 2.5 and 2.6.









**Map 2.5 Proposed Amendment to Future Land Use Map
(southern section)**



- Industrial Land Use
- Commercial Land Use
- Commercial Land Use (proposed)
- Residential Land Use
- Parkland, Open Space & Floodplain Land Use

**Map 2.6 Proposed Amendment to Future Land Use Map
(northern section)**

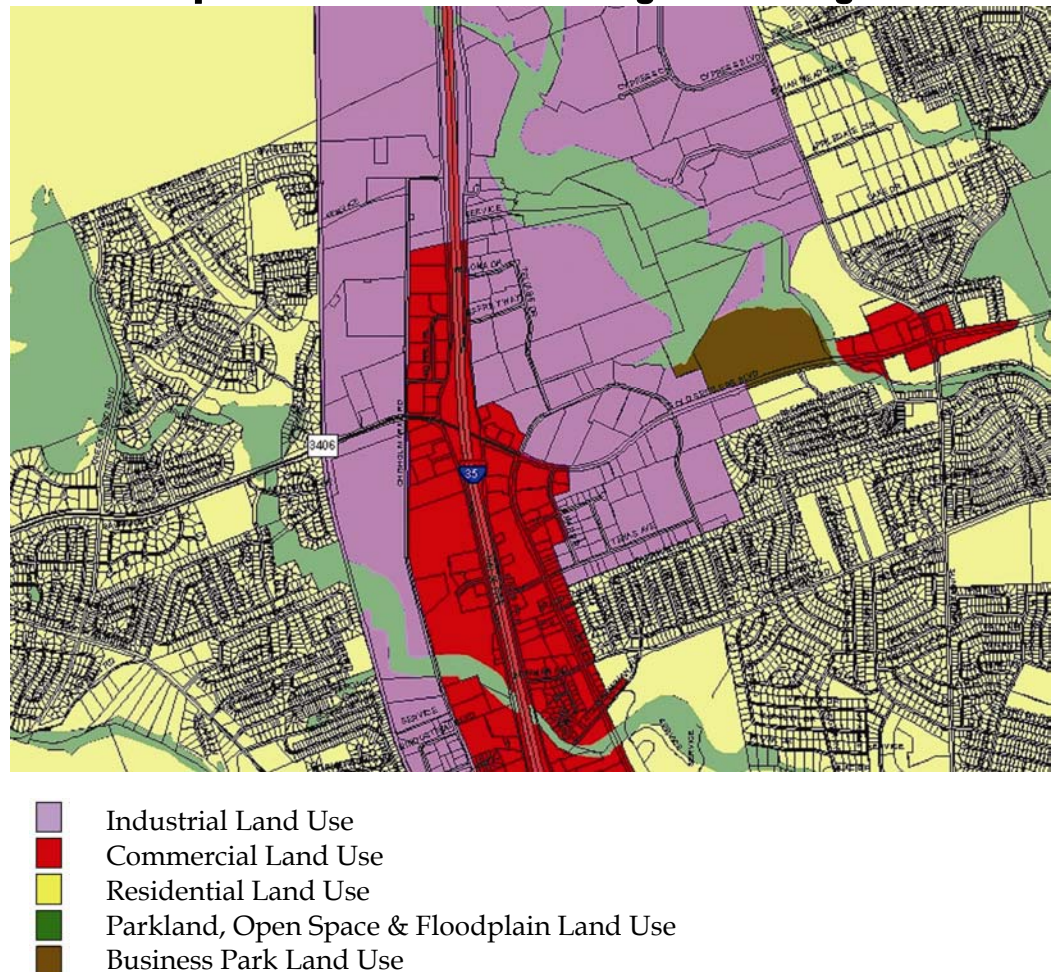


-  Industrial Land Use
-  Commercial Land Use
-  Commercial Land Use (proposed)
-  Mixed Land Use (proposed)
-  Residential Land Use (proposed)
-  Residential Land Use
-  Parkland, Open Space & Floodplain Land Use
-  Mining Land Use

2.5 Addendum: Land Use West of IH-35

Although the west side of IH-35 is outside of the boundaries of the Northeast Plan area as shown in Maps 1.1 and 2.1, the review of land uses along IH-35 conducted in this study presents a timely opportunity to examine both sides of the interstate. Unlike the east side of IH-35, the west side already has quite a few parcels designated for commercial use in the Future Land Use Map in the General Plan 2000. (See Map 2.7.) Nonetheless, the development community has indicated that additional commercial zoning is warranted. More specifically, the intersection of FM 3406 and Chisholm Trail Road appears to be a prime location for commercial use.

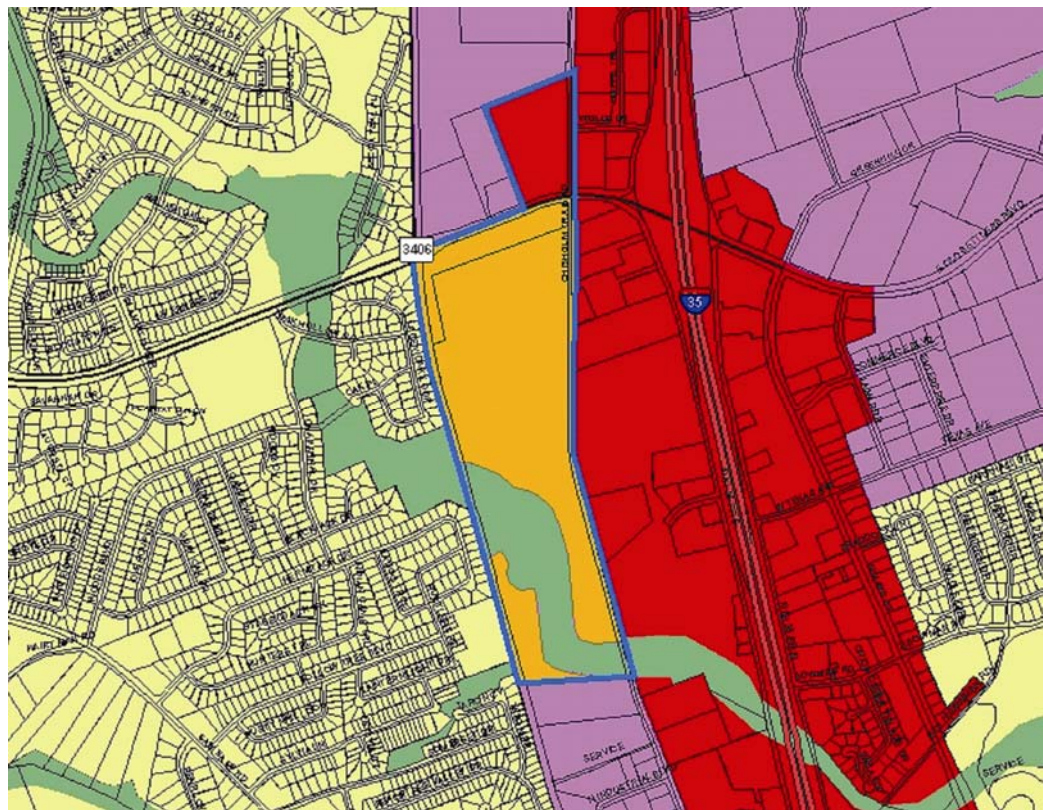
Map 2.7 Future Land Use Designation along IH-35



Taking into account the existing and potential industrial uses in the area, the Northeast Plan (the Plan) recommends modifying the Future Land Use Map to allow for limited Commercial development (accomplished through the use

of Planned Unit Development zoning or a new limited commercial zoning district) at the intersection of FM 3406 and Chisholm Trail Road. Because the tract south of FM 3406 extends into an area affected by floodplain, the opportunities for commercial development are limited on the southern end of the property. The Plan therefore recommends a Mixed Land Use designation on this tract to allow some residential uses to be included on the southern portion of the property while at the same time preserving commercial opportunities on the northern portion. The recommended changes to the Future Land Use Map are depicted in Map 2.8.

Map 2.8 Proposed Amendment to Future Land Use Map



- Industrial Land Use
- Commercial Land Use
- Commercial Land Use (proposed)
- Mixed Land Use (proposed)
- Residential Land Use
- Parkland, Open Space & Floodplain Land Use

2.6 Summary

A study of current market conditions along IH-35 revealed certain inconsistencies between the market and the General Plan's Future Land Use Map. In order to correct these inconsistencies, the Northeast Plan recommends amending the Future Land Use Map to change the future land use designations along IH-35 from industrial and business park to limited commercial, mixed use and residential.